SUMMIT COUNTY
TOURISM PROFILE

County Indicator	2004	2005	2006	% Change 2005-2006	State Ranking
DEMOGRAPHIC					
Population	35,090	36,283	36,871	1.6%	10
Total Non-Ag Employment	17,519	18,912	20,622	9.0%	7
Non-Ag Avg Monthly Wage	$2,308	$2,450	$2,574	5.1%	10
Per Capita Income	$48,078	$52,981	$54,347	2.6%	1
Unemployment Rate	5.3%	4.0%	2.8%	-30.0%	25
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	$1,043.6	$1,126.3	$1,114.5	-1.0%	2
Travel & Tourism Related Employment	20,581	21,430	21,236	-0.9%	2
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	$34,921.9	$38,151.3	$37,898.5	-0.7%	2
Transient Room Tax	$3,496.8	$4,068.2	$4,601.3	13.1%	2
Restaurant Tax	$1,153.9	$1,322.8	$1,518.8	14.8%	6
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	$972.5	$1,123.3	$1,271.5	13.2%	7
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,480,375	4,557,025	4,609,950	1.2%	
Echo Welcome Center	153,338	146,011	133,809	-8.4%	
S.L. Int'l. Airport Passengers	18,352,495	22,237,936	21,557,646	-3.1%	
Skier Days at Utah Resorts	3,429,141	3,895,578	4,062,188	4.3%	
Wasatch Mountain S.P.	843,772	915,963	412,283	-55.0%	
Deer Creek S.P.	202,740	209,149	355,003	69.7%	
Jordanelle S.P. (2 Locations)	166,457	235,145	198,592	-15.5%	
Rockport S.P.	184,504	172,783	117,683	-31.9%	
East Canyon S.P.	56,641	55,904	95,543	70.9%	

Land Ownership - 2006	No. of Acres	% Total
Total Acres in County	**1,197,985**	**100.0%**
Federal Government	**517,466**	**43.2%**
BLM	673	0.1%
US Forest Service	516,793	43.1%
National Park Service	--	--
National Wildlife Refuge	--	--
Other •	--	--
State Government	**26,582**	**2.2%**
Utah State Parks & Recreation	768	0.1%
Utah State Wildlife Reserves	17,147	1.4%
State Trust Lands	8,667	0.7%
Other ••	--	--
American Indian	**--**	**--**
Private*	**655,782**	**54.7%**

• Includes Military and Bankhead Jones land   *May include some local government land

•• Includes State Sovereign and UDOT land

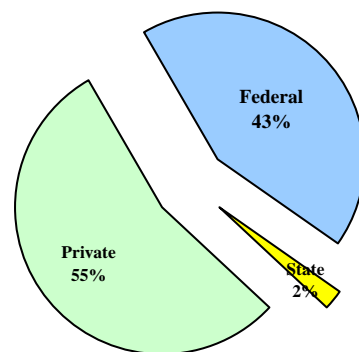**Land Ownership - 2006**

Federal 43%

Private 55%

State 2%

Summit County Tourism Profile

Spending by Travelers (current dollars)

Millions

Year	Value
1996	$280.2
1997	$297.1
1998	$307.7
1999	$316.1
2000	$332.3
2001(o)	$332.9
2001(n)	$358.8
2002(r)	$494.8
2003	$461.2
2004	$1,043.6
2005	$1,126.3
2006	$1,114.5

Travel & Tourism Related Employment

Year	Value
1996	5,164
1997	5,456
1998	5,695
1999	5,924
2000	6,290
2001(o)	6,622
2001(n)	6,975
2002(r)	7,188
2003	7,117
2004	20,581
2005	21,430
2006	21,236

Transient Room Tax Collections (current dollars)

Thousands

Year	Value
1996	$2,164.8
1997	$2,395.7
1998	$2,666.3
1999	$2,718.1
2000	$2,958.8
2001	$3,216.0
2002	$3,423.4
2003	$3,281.4
2004	$3,496.8
2005	$4,068.2
2006	$4,601.4

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